

ORDER



Orders
Order / Rev: 64422
Alt Order #: 9837661 /Brad
Product Desc: Bob Casey for Senate
Estimate:
Flight Dates: 10/10/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/09/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	56	\$20,945.00	\$17,803.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$20,945.00	\$17,803.25	0.00
Totals	56	\$20,945.00	\$17,803.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	20%	\$20,945.00
Market	100%	\$104,725.00

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	44%	\$46,079.00
WHTM	25%	\$26,181.25
WLYH	0%	\$0.00
WPMT	9%	\$9,425.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/10/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	6	\$175.00	P-3	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	M-WTF--			6		\$175.00		0.00				
N 2	WHP	10/10/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			5		\$150.00		0.00				
Week:		10/15/12	10/21/12	M-----			2		\$150.00		0.00				
N 3	WHP	10/10/12	10/15/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	M-WTF--			5		\$110.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	10/10/12	10/15/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 4	WHP	10/10/12	10/15/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-WTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$125.00		0.00			
		Week: 10/15/12	10/21/12	M-----		2				\$125.00		0.00			
N 5	WHP	10/10/12	10/15/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-WTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		4				\$450.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$450.00		0.00			
N 6	WHP	10/10/12	10/15/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		5				\$400.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$400.00		0.00			
N 7	WHP	10/13/12	10/13/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$135.00		0.00			
N 8	WHP	10/13/12	10/13/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$135.00		0.00			
N 9	WHP	10/12/12	10/12/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$800.00		0.00			
N 10	WHP	10/12/12	10/12/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$1,000.00		0.00			
N 11	WHP	10/10/12	10/10/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$1,600.00		0.00			
N 12	WHP	10/15/12	10/15/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$1,300.00		0.00			
N 13	WHP	10/15/12	10/15/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$1,500.00		0.00			
N 14	WHP	10/10/12	10/10/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$1,100.00		0.00			
N 15	WHP	10/14/12	10/14/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$1,200.00		0.00			
N 16	WHP	10/14/12	10/14/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$1,800.00		0.00			
N 17	WHP	10/14/12	10/14/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00

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N17	WHP	10/14/12	10/14/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$1,200.00		0.00			
N18	WHP	10/10/12	10/15/12	Letterman Letterman	CM	1135p-1235a	M-WTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		1				\$70.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$70.00		0.00			
N19	WHP	10/10/12	10/15/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		4				\$150.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$150.00		0.00			
N20	WHP	10/14/12	10/14/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$150.00		0.00			
N21	WHP	10/10/12	10/12/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	--WTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$70.00		0.00			
													Totals	56	\$20,945.00